



## OTW 2015 Greatness Program

A program to support Great Old Town Businesses through advertising specifically geared to encourage customers to conduct business in Old Town. The program is being organized through the Old Town Development Board Economic Restructuring Committee which meets the first Thursday of each month at 4 p.m. in City Hall Exhibit Hall. All are welcome to attend.

### **Participating Businesses will receive:**

- Free advertising (business name mention on radio for at least one week & print)
  - o Participating businesses will have their name mentioned on a rotating basis in conjunction with a dynamic radio ad promoting shopping and dining in Old Town. We are currently contracted with:
    - Centennial for 200 total commercials a week
      - About half 6 a.m. – 7 a.m. on WINC, B105, Winc1400 AM,
    - IHeart Radio for two weeks a month as well as 504 ads on Cable 15.
      - 46 ads a week on Q102, KISS 98.3, and 99.3 The Fox
      - Monthly Home Page Takeover and site banner,
      - 32 on-air spots and billboards on Total Traffic Weather and News on-air weekly.
- Free workshops throughout the year, at least two.
- Free use of OTW video for promotional purposes.
- Free Printed rack cards/table cards promoting shopping and dining in Old Town

Business Name: \_\_\_\_\_ Business Address: \_\_\_\_\_

Owner Name: \_\_\_\_\_ Phone#: \_\_\_\_\_

Email Address: \_\_\_\_\_ Manager if applicable: \_\_\_\_\_

Participating businesses must be located within Old Town (defined as located on the map included in the OTW Shopping and Dining Guide). Secret shoppers will audit the merchants every quarter to make sure they are in compliance and give verbal notice and then written notice of noncompliance which would result in removal from the program. *Frequency and timing of advertising may vary but attempts will be made to mention all participating businesses with the same frequency.*

### **FORMS DUE NOW! – Businesses will be promoted in order of receipt of completed form.**

#### **Program Guidelines:**

#### **Old Town Greatness Program Businesses will:**

- Stay open until at least 8 p.m. on Fridays from April through December.
- Have a welcoming well lit window display.
- Provide great customer service and be knowledgeable of Old Town businesses, attractions and amenities (such as appears in the OTW Shopping and Dining Guide).
- Permit the use of their business name and information for program promotional purposes.
- Restaurants will display designated print media such as tent table cards.
- Include the OTW logo and URL (VisitOTW.com) on Facebook (20 shares, tags, likes, mentions or posts a month).

**I agree to comply with the guidelines of the program** \_\_\_\_\_ **Date** \_\_\_\_\_  
(Signature)

## **Proposed Board Member Classifications**

### **At-Large, residents of City of Winchester (3)**

1. Steve Maclin
2. Andrea Smith
3. Scott Dawson

### **At-Large, represents a business within the City of Winchester (1)**

1. Cory Garman, Museum of the Shenandoah Valley

### **Owner/operator within the district (6)**

1. Mark Lore
2. Susan Touchette Drew
3. Marilyn Finnemore
4. Beau Correll
5. David Cavallaro
6. Kathlene Courtney

### **SU appointments (1)**

1. Scott Spriggs, Shenandoah University